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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Atty. Docket No. (Opt.) <b>VIGN1130</b>



Applicant <b>Brendan Kitts</b>	
Application Number <b>09/682,039</b>	Filed July 12, 2001
For <b>Method of Modeling Product Demand Subject to a Large Number of Interactions</b>	
Group Art Unit <b>2161</b>	Examiner <b>Unknown</b>

Assistant Commissioner of Patents  
Washington, D.C. 20231

<b>Certification Under 37 C.F.R. §1.8</b> I hereby certify that the documents listed below are being deposited with the United States Postal Service as Express mail to Addressee in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on August 21, 2001.  Carolyn J. Williams
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Applicant respectfully requests, pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98, that the art listed on the attached PTO-1449 form be considered and cited in the examination of the above-identified application. A copy of the art is enclosed for the convenience of the Examiner. Furthermore, pursuant to 37 C.F.R. §§ 1.97(g) and (h), no representation is made that a search has been made or that this art is material to patentability of the present application.

While Applicant believes no fees are due, if any fees are due, the Commissioner is hereby authorized to charge Deposit Account No. 50-0456 of Gray Cary Ware & Freidenrich LLP.

Applicant respectfully submits that the claims of Applicant's above-referenced patent application are patentably distinguishable from these references.

Respectfully submitted,

**Gray Cary Ware & Freidenrich LLP**  
Attorneys for Applicant

  
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FORM PTO 1449 US Department of Commerce Patent and Trad mark Office	ATTY DOCKET NO.: VIGN1130	SERIAL NO.: 09/682,039
	APPLICANT(S): Brendan Kitts	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	FILING DATE: July 12, 2001	GROUP ART UNIT: 2161

### U.S. PATENT DOCUMENTS

EXAM. INITIALS		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE
	A1						
	A2						
	A3						
	A4						
	A5						
	A6						

### FOREIGN PATENT DOCUMENTS

EXAM. INITIALS		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION (YES/NO)
	B1						
	B2						

### OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages)

C1	Discount Store News, "Datasage customer analyst," 1998.
C2	Montgomery, et al., "Estimating price elasticities with theory-based priors," <i>J. Marketing Research</i> , Vol. 36, pp. 413-23, 1999.
C3	Simon, "Price management," <i>Elsevier Sci Pub</i> , pp. 13-41, 1989.
C4	Subrahmanyam and Shoemaker, "Developing optimal pricing and inventory policies for retailers who face uncertain demand," <i>J. Retailing</i> , Vol. 72, pp 7-30, 1996.
C5	Vilcassim and Chintagunta, "Investigating retailer product category pricing from household scanner panel data," <i>J. Retailing</i> , Vol. 71, pp. 103-28, 1995.
C6	Weinstein, "Tackling Technology," <i>Progressive Grocer</i> , 1999.
C7	Wellman, "Down in the (data) mines," <i>Supermarket Business</i> , pp. 33-35, 1999.
C8	RT News, "New customer management system returns lost sales to dick's," <i>RT Magazine</i> , 1999.
C9	DataSage, Inc., "DataSage customer analyst," <i>Progressive Grocer</i> , 1998

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.